

## **Rotary Radio Day**

### **Broadcast on Monday, April 12, 2010 on WIRY 1340 AM**

Join in the fun of the 46th Annual Rotary Radio Day!

**Our job is to sell “ads” and “mentions” to area businesses to raise funds to service our community. We know how excited you are to run out and contact businesses, but first please read the following to learn how:**

- Each Rotarian has been given an envelope with your name and a list of ads you secured last year. A corresponding number of sales forms are also included. If you are a new Rotarian, or didn't sell any ads last year, you've been given 3 forms.
- **Contact** the businesses you secured ads/mentions from last year. These are reserved on the enclosed **“No No” List**. You must secure the ads and payment before **March 12th** or your contacts will become eligible for contact by other Rotarians. New members and those who did not sell ads last year are encouraged to begin selling immediately. Please remember to make sure a business is not on the **“No No” List** if you begin selling before **March 12<sup>th</sup>**. After that date, all potential advertisers are fair game!!!
- **Fill out the forms completely.** It is important to have **all** of the information (including your name) as it will go into our computerized data base for next year.
- Please note: **you are responsible to collect money for all ads sold.**
- You must collect the payment with the ad and attach it to the contract and ad copy before giving it to your Rotary Club Team Captain. Be sure to give the white copy of the form to the advertiser.
- Once you secure the ad/mention, please give the completed paperwork to your Club Captain at the next Rotary Meeting.
- Although it is preferable for you give your paperwork to your team captain, you may also have your paperwork sent to the address at the top of the sales form or it can be dropped off at the **United Way** building on Tom Miller Rd during normal business hours.
- **Remember to get copy for the ads you sell!** Please remind the businesses that ads are for 30 Seconds of airtime.
  - Typically the businesses supply their own ads—this is best!
  - If they ask for your help, please circle “Call Advertiser for Ad Copy” on form.
  - **Remind them that listeners love clever and funny ads. Go creative!**
  - Do not submit copy for **“mentions”** as only the business name will be read.

**New this year!**

We are accepting credit cards for payment. Forms will be provided should you have an Advertiser that wishes to pay by credit card.

**DEADLINE for paperwork and money to be turned in to your Rotary Contact is Tuesday, April 6<sup>th</sup> (Sunrise) and Wednesday, April 7<sup>th</sup> (Noon).**

Please don't forget to sign up at a meeting to participate in an on air slot on **April 12<sup>th</sup>**. It's a fun day for Rotary, WIRY, and Community fellowship—and a great way to spread the Rotary message! If you have any questions, please call:

**Noon Club: Rick Leibowitz (564-2042), Tim Kononan (569-5888) & Sonia Long, (561-3626)**

**Sunrise Club: Randy Giltz (561-7000), Karen Volkman, (566-8435) & Kathy Duley, (563-1247)**

### **Glossary of Terms:**

**Rotary Radio Day:** For 46 years Rotarians have sold radio ads to area businesses to read on “Radio Day.” WIRY radio gives Plattsburgh Rotary 90% of the revenue from the ads we sell. Last year, Plattsburgh Radio Day raised over \$14,000 to fund our community service projects through this fundraising event!

Radio Day gives area businesses an opportunity to have some exposure and to partner with Rotarians in our charitable endeavors. As Rotarians participate in the reading of ads on air, we are also offered the opportunity to not only promote our advertisers, but to talk about how Plattsburgh Rotary contribute to the community.

**Ad:** A 30 second “commercial” copy promoting a company’s product. It should include “What they sell, where they are located, hours of operation, what is special about their business, and if there is a special sale or other information they want advertised”. This should be included with their check when you turn the paperwork into your team leader. (You might want to show them last year’s ad if they did one.)

**Ad Copy:** This is the script for the 30 second commercial. Effective ads are funny, creative and clearly identify the business. If no ad copy is provided, we can help the businesses create an advertisement or we have standard copy that can be read.

**Mention:** This is when only the company’s name is read during the day. Every paid ad will also receive two mentions later in the day. If businesses are not able to pay for an entire ad, it is possible to pay \$50.00 to receive just “two mentions” during the day. Please remember that no copy goes with a mention, not even a tag line.

**“No-No” list:** This is a list given to each Rotarian when information packets are handed out. It lists who bought ads last year. These businesses are protected for two weeks to give Rotarians who secured those ads time to sell to them again. Please do not approach a business on the “No-No List” **before March 12<sup>th</sup>**, unless you were the Rotarian responsible for that sale the previous year. After two weeks anyone may solicit businesses from the “No-No” list.

**Good Luck Rotarians!**